



VELOCITÀ

Better use of Bicycle Share Systems

Fact Sheet on the Bicycle Share System in

LONDON

BOROUGH OF LAMBETH



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Cllr Jennifer Brathwaite

Cllr Jennifer Brathwaite, Cabinet Member for Environment and Transport for Lambeth said 'The Cycle Hire scheme is a great way for residents to access cycling. Cycling is still very much thought of as male dominated form of transport and bike sharing systems can allow access for more people. It makes cycling affordable and accessible.'

London Lambeth the story of the system

The London Cycle Hire Scheme launched in July 2010 with 315 docking stations and 5000 bicycles available to hire in 8 Central London boroughs including Lambeth. The scheme is available to both registered members and casual users, able to hire a bicycle on an ad-hoc basis with their credit cards.

In March 2012 the scheme expanded further eastwards to cover Tower Hamlets as part of the Phase 2 expansion. The bicycles were available in 9 boroughs in Central London. In December 2013 the system was extended also to new areas within Wandsworth, Hammersmith & Fulham, Lambeth and Kensington & Chelsea.

Although the cycle hire scheme did not yet cover large areas of Lambeth there was ambition and plans to extend the scheme further southwards into this borough. Lambeth, the north of the borough where the scheme was in place and the areas of the proposed expansion have high densities of residents who have limited space for storing their own bicycles thereby creating potential demand for the bike sharing system.

Vauxhall in the centre of the Cycle hire area was coming to be home to a large student residency which will serve many London Universities across the city and scheme should be maximised for their use as transport to their various institutions. Statistics showed that only 23% of members of the scheme are female and 6% are non-white, this is compared to 61% of Lambeth residents who classify themselves as non-white. This shows a great potential for identifying the specific barriers to these groups as residents or as students or workers in the area. Lambeth Council adopted its Cycling Strategy in July 2013, and has commissioned a propensity to cycle study which is due for completion in December 2013.

Due Lambeth's role in the Central London Partnership, the borough disseminated lessons learnt to the other London Boroughs with Santander docking stations, thereby improving the overall uptake and management of the London bike sharing scheme. The London Cycle Hire scheme is operated on a revenue-generating basis, with any surplus reinvested into transport projects or deficit subsidized.

The scheme is owned by Transport for London (public company). After Barclays contract, from 2015 Santander is currently sponsoring the scheme giving them branding rights. The scheme is operated by Serco (private company) under the terms of a contract procured by Transport for London (public company).

Barclays sponsored the scheme from the outset for £25m, which ended in 2015. Santander took over the sponsorship for 7 years, with a clause for the bank to promote and grow the scheme, ensuring greater engagement and involvement. The deal at £43.75 m was the largest public-sector sponsorship in the world at the time.

Thanks to the Olympics legacy, the wide investment made with the new sponsor Santander and also due to the high number of tourists visiting London after the Brexit referendum, the system grew hugely and the Velocittà activities found a perfect field for the marketing and communication campaigns.

Lambeth worked closely with Transport for London who use sponsorship money for marketing campaigns. Activities included marketing on bus stops, tube stations and digital media as well as bike rides, road-shows and free trial weekends. They attached project activities on these others to maximise the benefits for Velocittà campaigns.

For the VeloCittà campaign, specific docking stations with low usage but high population densities and a propensity to take up cycling were targeted. Residents were London's main target groups, with employees and students secondary target groups. Understanding the target groups allowed them to know what the issues were and informed the campaign. The aim of London's campaign was to diversify the existing market and attract more women, young people and people from a wide range of backgrounds and incomes.

Lambeth held focus groups on the street to better understand the target groups. They learnt a lot about who used the bike scheme and how, and if not, why not. These discussions within the focus groups helped them shape our campaigns.

Lambeth decided to try a marketing and event campaign for the targeted residents. To make it family friendly, the event was held on a Saturday with a pop-up playground and free hotdogs to entertain the children while Santander bike experts chatted to parents about using the bikes. Similar event for the students was organized close to a large student accommodation serving Central London universities. Lambeth plan to work with the student accommodation every year to inform new students.

This was complemented by a leaflet which was distributed to all households and businesses surrounding the docking station - with free trials and cycle confidence training.

Lambeth framework	
Demography	<ul style="list-style-type: none"> • 304,500 inhab. • 5,767 inhab./km2 • 225,300 commuters/day
Modal share (at London level)	<ul style="list-style-type: none"> • Private cars/motorcycle: 23% • Bus/tram: 24% • Underground DLR: 8% • Taxi/other public: 1% • Cycling: 4% • Walking: 30%
Target groups	<ul style="list-style-type: none"> • New users • Existing members
Marketing measures	<ul style="list-style-type: none"> • Encourage yearly members to renew.

Identifying the challenges

The London Borough of Lambeth is the eight busiest for cycle hires / docking stations. The key challenges for the London Borough of Lambeth were to:

- Change the perception of who uses Santander Cycle Hire (male, middle to high income)
- Diversify the existing cycle hire market and attract people from a wide range of backgrounds and incomes

Main stakeholders

London borough of Lambeth engaged the following networks in developing the campaign and operational improvements:

- City Council departments
- Transport for London (TfL)
- Colleges
- Local London Cycling Campaign
- Local Living Streets
- Local Business Improvement Districts
- Housing Associations and resident groups

Santander Bikes in London is promoted by TfL and Santander in citywide campaigns. This leaves little room for individualised activities but TfL supports the boroughs with on-site events by providing staff that explains the scheme to the attendants. Lambeth focussed on residents in specific neighbourhoods and on students that live in the borough.

Contract duration:

The contract is for a period of five years and commenced in August 2009. There was a clause in the contract to extend, the whole or part of the services, for a period of two years following the expiry of the initial term. It was announced at the end of 2013 that the contract with Serco Ltd would be extended until July 2017.

Financing of the contract:

The London Cycle Hire Scheme is a public scheme funded by Transport for London (TfL), with the sponsorship agreement and hire charges contributing to financing the scheme. The expansion of the scheme to the south-west and east has also been funded by the local boroughs via the Local Implementation Plan scheme (LIPs) and Section 106 contributions from developers collected for local cycling and public realm improvements. The new sponsor of London's Bike Share System, Santander, was announced in February 2015. The £43.75m (over 59 million euro) deal is the largest public-sector sponsorship in the world.

Key offers:

Key offers included:

- Free Santander Cycle Hire vouchers
- Free cycle training on cycle hire bikes. This offer was provided by the existing service provider, Cycle Confidence
- Face to face staff at the residential and student events
- Annual membership trial for one department (internal)

Operational key figures:

Year	Stations	Bikes	Users	Rentals
2013	32	931	6.283	501.719
2014	43	1.207	6.337	514.528
2015	43	1.288	8.626	654.564
2016	49	1.486	10.121	549.874 (to date)

Year	Registrations in Lambeth	Average rental duration Across the scheme	Average trip length Across the scheme
2013	6.283 members	17 minutes	4.1km
2014	6.611 members	18 minutes	4.3km
2015	8.626 members	18 minutes	4.4km
2016	10.121 members	18 minutes	4.5km

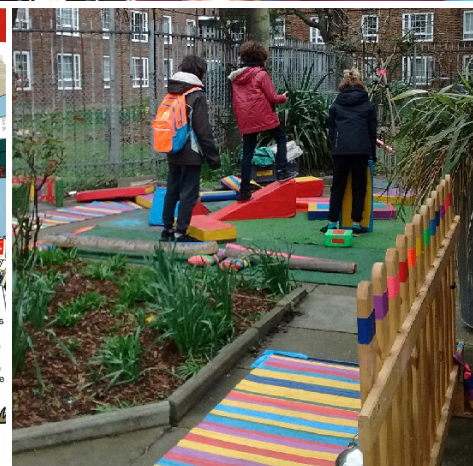
Results of VeloCittà:

The positive impact on cycling is visible all over Lambeth. A favorable public feedback is the first step for a broad behavioral change and more people are now aware of how to use the scheme. Thanks to the segmentation approach and to the focus groups used, the borough could address the different target groups with different approaches, making them feel like key players of the process.

The Borough of Lambeth, involving citizens and paying attention to their requests, received useful information on where to expand the system. Another successful result gained, thanks to the project, is the collaboration with London Universities: the engagement of academics helped the boroughs to build more efficient campaigns at lower cost.

The number of stations increased with 14 and the number of bikes available in the system with 11%; the registered users grew more significantly with 42%. The number of rentals per bike increased by 19%, indicating an intensive use of the system. The number of rentals grew by 32% in the London Borough of Lambeth compared to numbers in the same period in 2014.





VeloCitta Consortium:



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